



# Director/CEO Newsletter

## Exchange's Economic Impact in Your State

For 130 years, the Army & Air Force Exchange Service has gone where Warfighters go to provide critical Quality-of-Life support for military communities.

By collaborating with businesses, vendors and local communities near installations, the Exchange provides the best tastes of home and creates lasting positive impacts at each location we are honored to serve.

Last year, Exchange operations generated a nationwide economic impact of \$6.6 billion, including payroll and partnerships with businesses and commercial providers.

An interactive map specific to FY 2024, which details the economic impact of the Exchange in each state, is available [here](#).

Thank you for all you do to protect, preserve and strengthen the hard-earned Quality-of-Life benefits of all who serve and have served.



Veteran For Life!

Tom Shull  
Director/CEO

## DASD Simmons Visits Dan Daniel Distribution Center

Stephen B. Simmons, deputy assistant secretary of defense for Military Community and Family Policy, and other MC&FP leaders visited the Exchange's Dan Daniel Distribution Center (DDDC) this month to see sustained focus on efficiencies and improvement.

Simmons received a detailed tour of the Exchange's largest distribution center, focusing on multiple efforts to leverage automation and emerging technologies to further increase productivity and decrease costs. Among these is a new goods-to-person system which uses automated carts and conveyors for merchandise and is expected to increase throughput and accuracy while driving costs down. An automated right-sized packaging machine customizes box sizes to each online ShopMyExchange.com order, optimizing the number of items shipped on the same pallet.



Simmons also toured one of the Exchange's 22 mobile field Exchanges (MFEs), a 53-foot store on wheels which command personnel can request for rapid deployment to disaster zones, contingency locations, training exercises and other challenging or contested environments.

"All of this is a game changer," Simmons said. "It's all about efficiency and cost reduction, which goes straight to troops and their families. If our goal is to communicate readiness and lethality to troops in combat—and make sure they know their families' needs are met—this is the perfect way to do it."

## Army Campus-Style Dining Test Hits the Spot



The Army conducted a limited user assessment test (LUAT) of a new initiative known as the Flexible Eating and Expanded Dining (FEED) at Fort Hood this month, intended to expand Soldiers' options for their meal entitlements.

Two hundred enlisted Soldiers were authorized to use their meal cards for select breakfast, lunch and dinner meals at Fort Hood's Burger King, Freshens, Qdoba, Subway and Starbucks.

With many service members dining off-installation and paying out of their own pocket, FEED's goal is to encourage more Soldiers to dine on post with more options and flexibility while still being able to use their meal entitlements.

Participating Soldiers showed a [positive reaction](#) to the expanded options at multiple Exchange restaurants and access to quick, convenient and quality meals if they are short on time or far from the main dining facility.

Other tests are tentatively planned with Army-wide expansion in CONUS depending on the results of the test.